

# Customer Journey Map Framework



# Customer Journey Map

Customer Stages	Awareness	Consideration	Acquisition	Service	Retention
<b>Customer Goals</b> What do users want to accomplish at this stage?					
<b>Customer Actions</b> Describe which actions users need to take to reach their goals					
<b>Touchpoints &amp; Channels</b> How do users get information to make a decision or reach their goals					
<b>Customer Thoughts</b> What are users thinking or expecting during these actions?					
<b>Overall Customer Experience</b> What are the users feeling at this stage? (e.g. happy, frustrated)					
<b>Pain Points</b> What are the problems or negative experiences that users are facing at this stage?					
<b>Opportunities to Improve</b> How can we help users to reach the goal? Identify opportunities that could be improved or insights					